

THE CARD – Vol. 22, No. 3, Issue 245, March 2011

A Publication of the Lancaster County Postcard Club, Lancaster, PA

Enjoying postcards through education and entertainment.

Next Meeting: Mar. 21, 2011. Farm & Home Center. Buy, Sell and Trade from 4:30. Meeting - 7 PM.

Yearly membership is \$10 (\$5 for each additional member at the same address.)

Membership chairman: Richard Pendergrast, 950 Willow Valley Lakes Dr., I-506, Willow Street, PA 17584.

Club website: www.playle.com/clubs/lanaster or Google search: Lancaster County Postcard Club.

February Meeting

There were only 26 members present – breaking January's dismal record of 32. Understandably, with a prediction of snow, only but the adventurous turned out. The precip began during the meeting and accumulated as much as 6" for some members. Kudos for attendance go to Gisela, James Tanis and the Hecklers who had a 100+ mile round trip. Set up and selling were Aaron and Lynn Heckler, Ray Dennis, Ruth Moyer, Bob Kramer, Dede Schaeffer and Jim Ward. The Whitney Publishing Co. was Jim's program which was well received by the brave handful that stayed to the end of the meeting for which he is grateful. He also thanks Betty Beck for her help with the Elmo projector.

Dede Schaeffer, the club's new Sunshine Comm, would like to hear from anyone having news of ailing members. A card was signed for Anne and Howard Steinberg who are not having a good winter. We hope they both mend soon.

An Excellent Idea

To spread the word about our hobby – and our club – a committee headed by Bill Seigford will look into the possibility of returning to Park City Mall with a large display of postcard poster boards and membership cards. The aim is to set up sometime during the first week of May National Postcard Week, so keep this in mind and offer your service for a few hours. Details will follow.

February Card Competition

The topics were either **Valentines or Romance**.

FIRST	Walter Mowrer	A Valentine
SECOND	Gisela Withers	The Kiss
THIRD	Ruth Moyer	Yankee Doodle Boy
THIRD	Tom Beck	Full Moon
THIRD	Jim Ward	A Kissogram
HONORABLE MENTION	Harold Moyer	Say "Yes"

Additional Participants

Betty Beck Message in the Mirror
James Tanis Punch My Heart
The topic for March is **Water Transportation** on a board.

Future Programs

The Directors offer this 2011 listing of tentative programs.
Mar. - Bud Heim Accomac Inn, Wildcat Hotels and Ferry
Apr. - Earl Long (guest) American Streetcar Culture
May - Doug Milliken Santa Catalina Island
June - (open)
July - Picnic at the Mowrer's home
Aug. - No meeting (LCPC Expo this month)
Sept. - Membership Participation
Oct. - Tom Beck Beyond Penn Square – West
Nov. - Member Market
Dec. - Dede Schaeffer A Christmas Journey

Inclement Weather Information

In the event the weather is bad or the prediction is bad, contact one of these members to find out whether the weather will determine if we have a meeting or not –
Pres. Bob Zink 285-5342 Jere Greider 285-5872
Walt or Barb Mowrer 684-5331 Dede Schaeffer 392-3955
Tom or Betty Beck 627-7732 Jim Ward 721-9273

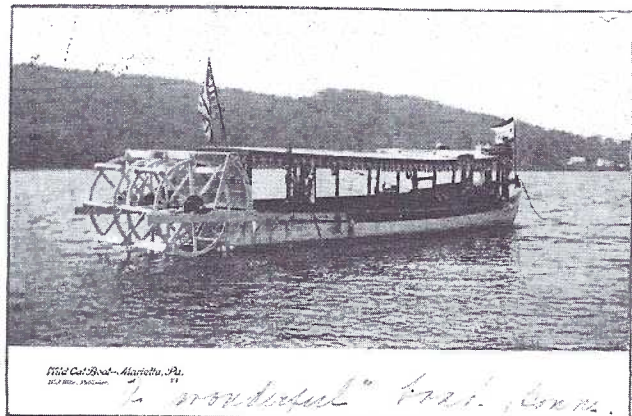
Dues Payable Now

Our club's fiscal year runs from April to March, so dues for 2011 are payable now. Please send your check for \$10 (\$15 for two members at the same address) to –

Richard Pendergrast,
950 Willow Valley Lakes Dr., I-506,
Willow Street, PA 17584.

March Program

Bud Heim, our Susquehanna River historian, will present an illustrated program, **Accomac Inn, Wildcat Hotels and Ferry** at the March meeting. We can expect to see postcards showing the Wild Cat Falls Ferry Boat. Here it's on a view by W. J. Wike. Other publishers who featured the popular ferry were Pickle and Engle, J. M. Stafford and L. B. Herr. Plan to attend – and don't forget your exhibit board of Water Transportation.



Future Shows

Linglestown, PA Mar. 12, American Legion Hall
Morlatton 36th Spring Postcard Show, Farm & Home Center,
Mar. 25-26 (see paid ad on page 6.)
Havre de Grace, MD Apr. 2, #1 Laraget Lane
Antique Show at Oaks, PA April 9-10
Allentown Paper Show April 30 and May 1.

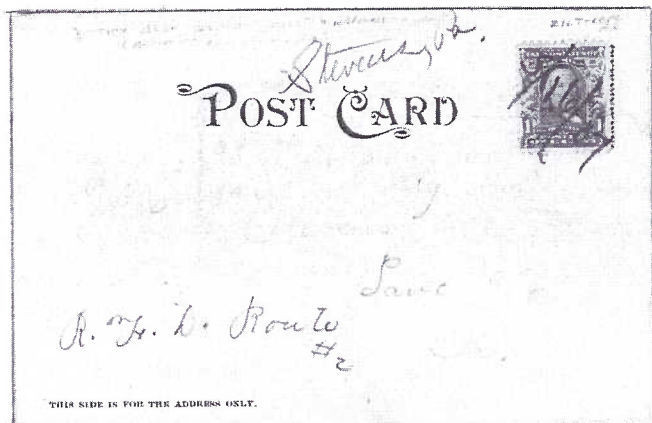
James David Ristine

The postcard world has lost a good friend and scholar. Jim Ristine of East Berlin, PA passed away Feb. 15. The Bermudian Springs science teacher of 32 years expressed his love for our hobby by compiling a number of books using postcards as their format –

Gettysburg, A Nostalgic View, 1999, Arcadia Press
The Wildwoods in Vintage Postcards, 2002, Arcadia Press
Philadelphia's Fairmount Park, 2005, Arcadia Press
Philadelphia's Sesquicentennial Exposition, 2005, Arcadia Press
Atlantic City, NJ, 2008, Arcadia Press
Abraham Lincoln, 2008, Schiffer Publishing Company
Clams, Oysters and Scallops – An Illustrated Album of Post Cards and Trade Cards, 2009, Schiffer Publ.

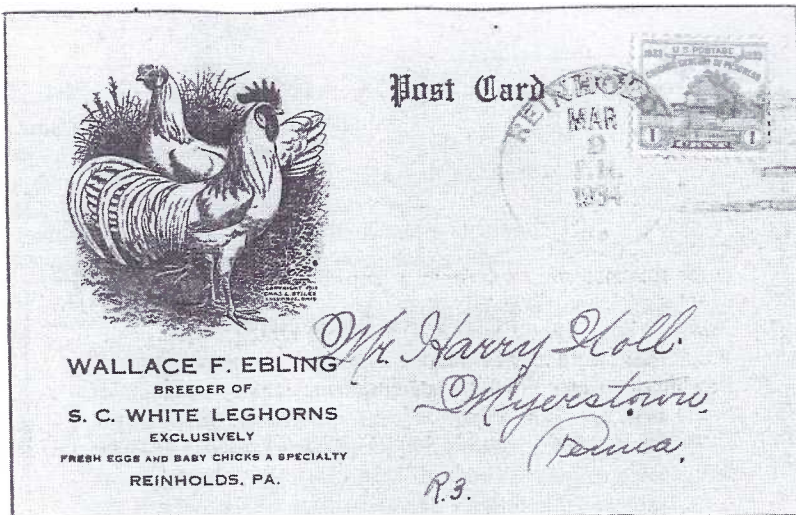
Jim is survived by Deborah, his wife of 34 years. In lieu of flowers donations may be made to the Cancer Society or Millersville University.

County Cards

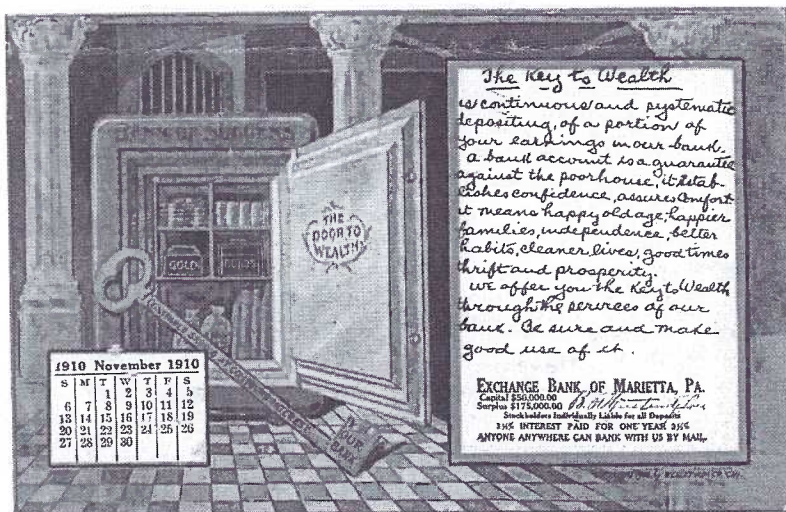


It was common for the rural mail carrier to "work" his mail as his horse pulled the mail wagon along the route. Using a blue pencil (always blue), he canceled the stamp (here he dated it 3/16/07) and added the route "Stevens, Pa" to the card. The penciled addressee is too faint to show, but it is Elsie Eberly who lived on Stevens Route #2. About this time her mail carrier was Harrison Z. Enck whose route covered 28 1/2 miles in the Reamstown area of the Stevens Post Office. The view, sent by Minnie Dorsheimer, is of South Union Street in Denver.

NEXT MONTH - The Rau Studio, Phila. took photographs across the USA and published them as postcards including some in Lancaster County. One grand example is a 60-piece album of real photo postcards of the Masonic Home (now Masonic Village) at Elizabethtown. In addition to the buildings, groups of children and guests, Rau included excellent images of farm stock, field workers, and even the interiors of the laundry, boiler and engine rooms. Single views by Rau exist but this intact album is very unusual.



Wallace F. Ebling of Reinholds sent this great postcard to Harry Hull in Myerstown. His March 2 message (on the reverse) reads - "Dear Sir, Your chicks will be ready Mar. 8th, 1934, Yours Truly, Wallace F. Ebling."



The Wesley Adv. Co. published calendar cards from 1909 to 1911 and sold them with overprints. Several county banks subscribed. We've seen some that the Exchange Bank of Marietta mailed to Samuel Ney, Maytown, David Martin, Bainbridge, and Clement Brubaker, Mount Joy.

TOOLS-PRIMITIVES-COUNTRYWARES
Pictorial Sale Catalogue
(16 Pages)
Includes select & early variety
of craftsmen's tools, hearth
accessories & kitchenwares.

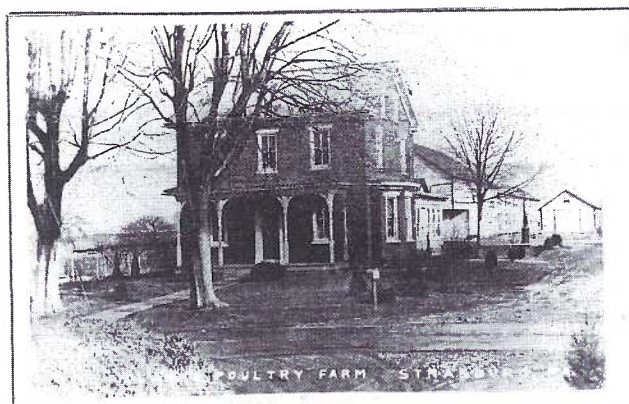
SUBSCRIPTION INCLUDES:
—\$7 Two illustrated Catalogues &
all additional supplements

RETURN CARD with amount to: **BIRCHLAND ANTIQUES**
Bill & Esther Neyer Box 94
Members, EAIA Landisville, PA 17538

NAME _____ PHONE _____
ADDRESS _____
TOWN _____ STATE _____ ZIP _____

NEXT ISSUE- JAN. '85

This ad postal card was used by Birchland Antiques, Lan-disville. It was mailed in 1984 to Brown C. Hall. Brown, and his wife Myrta, and Anne Darrah were founders of the Morlatton Post Card Show which will have its 36th Spring Show in March (see paid ad). Brown, an avid collector of Indian artifacts, named the show after a local tribe that inhabited Berks County.



Clark's Poultry Farm, Strasburg, was on the northeast corner of Hartman Bridge Rd. and North Star Rd. It was in July 1941 when the Clarks sent this real photo PC of their home to Mrs. Kent Swineford in Ashland, OH. (Isn't it amazing how cards seem to find their way back to their origins?) "Dear folks, I thought I would write to tell you again that whoever comes to Penna. will be welcome (to stay) here with us. Giving you all a special invitation. Hope to see you soon. Lovingly, Eva & Murl."

Not a postcard, but a collection of postcard views, this unused **Souvenir Letter from The Camp Grounds, Rawlinsville, Pa** survived 100 years with its perforated selvage intact! On the back it reads - Published and Sold by E. H. Stauffer, Willow Street, Pa.

Included are these eight familiar b/w views -

Rawlinsville Camp - The trolley line connecting Millersville and Lancaster

Main Entrance to Rawlinsville Camp Ground - 20,000 people gather annually.

Rawlinsville Camp - Facing the Tabernacle before the erections of the seats and canvas roof.

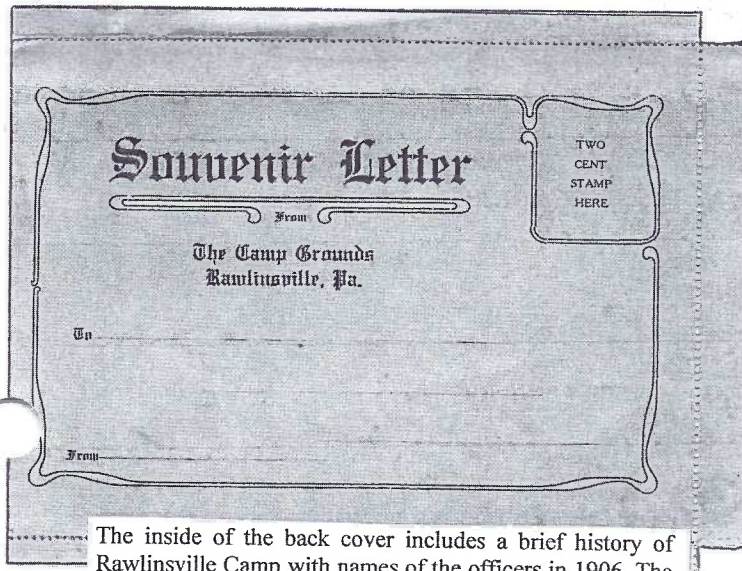
Rawlinsville Camp - Boarding House conducted by E. H. Stauffer, Willow Street

Rawlinsville Camp Ground - Young Peoples' Pavilion.

Rawlinsville Camp - The Spring that supplies an abundance of pure water to the grounds.

Pretty Pequea - Looking southeast across the Creek.

Pretty Pequea - Bathers enjoying a dip.



The inside of the back cover includes a brief history of Rawlinsville Camp with names of the officers in 1906. The final line names Express Print, Lititz, Pa. as the printer.

Here is a perfect example that distinguishes a printer from a publisher. Express Print (John Zook) had the press and printed the item, in this case a Souvenir Letter rather than a postcard. E. H. Stauffer was the publisher. He put up the money to have the photos taken and the item printed and in this case, he was also the retailer, as is often the case with a publisher. There are times when an entity, such as D. B. Landis (Landis Art Press) is all three - the photographer *and* the publisher *and* the printer, though this is unusual.

A Country Girl

Speaking of Country Cards, your editor spent 20 minutes in early Feb. with LCPC's favorite Country Girl, Dorathy Fry, our club's 3rd President who celebrated her 96th birthday in December. A Millersville State Normal School grad, Dot spent her life teaching in 1-room schools. Aside from her pupils, Dot's first love is books. (When she retired from the public schools she organized a library system for the Catholic schools in the Ephrata diocese). When I walked in, she had the ubiquitous book in her hands, a pile next to her, and two shelves full nearby. "The top one I'll be reading next" she said with an animated gesture, strong voice, and twinkle in her eye that hasn't changed in 21 years. Send Dot a card* - better yet, stop by for a chat. The views, north and south, from the parking lots at Fairmount Home on Katzwe Boucle Weeg (Cat's Back Rd.) are unparalleled.

*Dorathy Fry, 117 Farm Crest Dr., Farmersville, Pa 17522.



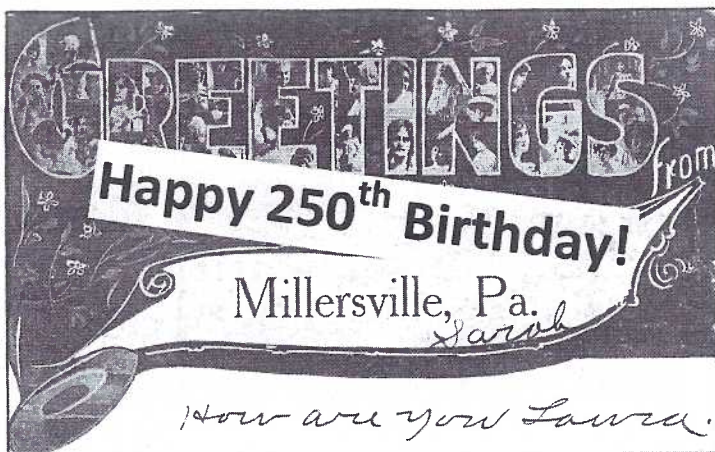
This grand duplex home was photographed by H. W. Hummer, a home builder in Manheim. On July 30, 1913, Alice wrote to Mrs. F. S. Clark, Midway Hotel, Leola - "We moved in (to) this house in June. I like it very much. When are you coming to see us? Let me know when you come. We don't live so far from the Trolley Station. We live near the baseball ground."

OLD TIMER WISHES TO SELL OUT

ANA 9595		C. M. Herr,	
P.O. Box 54,		East Petersburg, Pa.	
		BU 1c Lincoln	
pcs.		each	pcs. each
1-1909	VDB	matte	pr. net 105.00
1-1929p		2.50	1-1950p .50
1-1930p		1.25	3- d .35
1- s		2.25	10- s .60
7-1934p		2.00	2-1951p .40
11-1935d		1.75	10- s .75
10-1936p		.75	3-1952p .35
3- s		1.25	6- d .25
1-1937p		.50	2- s .50
8- d		.60	16-1953p .20
2- s		.75	14- d .25
3-1938d		.80	5- s .35
15-1939p		.60	6-1954p .35
15- s		.80	8- d .20
34-1940p		.50	23- s .25
4- d		.50	32-1955p .20
5- s		.50	24- d .20
3-1941d		.50	12- s .40
6- s		.50	34-1956p .15
12-1942p		.35	11- d .10
10- d		.40	52-1957p .10
11-1943p		.35	11- d .10
11- d		.50	12-1958p .10
10-1944p	2.50	.25	8- d .10
10- d	2.50	.25	15-1959p .10
7- s	2.10	.30	15- d .10
3-1945p		.30	22-1960p .05
23- d		.30	11- d .05
2-1946p		.25	15- d sm .20

Orders Processed within 24-hours

Chet Herr was a coin dealer who worked from his small home along Route #230 not far from the old Comet Drive-In Movie Theater. He issued several coin price lists in the 1960s as his business was winding down. Here is Pg. 1 of a 4-page folded postcard. East Petersburg was his mailing address. The list was mailed to another local dealer in 1963.

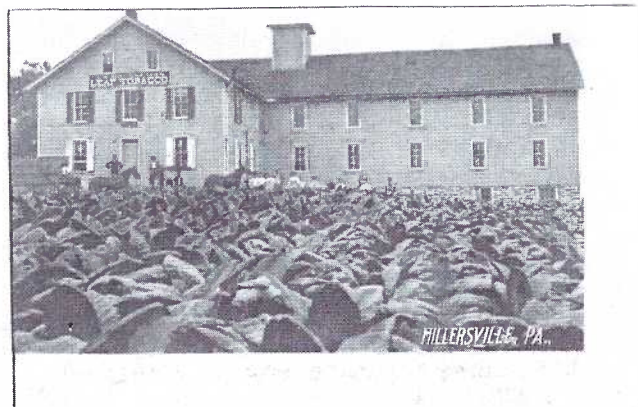


Much has happened to this borough in our County's south-west quadrangle since postcards came into being 100 years ago. But most of the postcard views have been published by the Normal School (then the College, and now the University). This is understandable since the student population made good use of postcards for regular communication with families and friends in those early decades. Relatively few cards have been published for *Millersville Borough* compared to towns of similar size in Lancaster County. We celebrate Millersville's 250th birthday with a few familiar, and some unfamiliar postcards produced over the years.

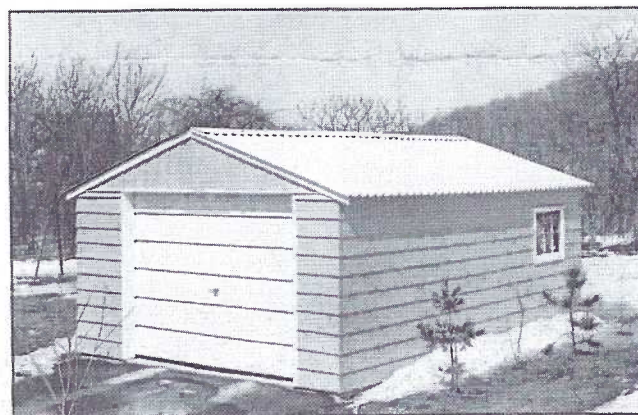
If Millersville is lacking in postcards of its community, it makes up for that deficit in at least two local histories. *Millersville, Pennsylvania Bicentennial, 1761-1961* covers the religious, educational, commercial, agricultural, social and municipal aspects of the borough with countless photos, including reproduced postcards. What this 100+ page book lacks can be found in *Millersville-Penn Manor Community History* published for the nation's bicentennial in 1976. The earliest residents, the Susquehannock Indians, treaties, white traders and primitive life in the neighboring townships are all well documented by local historians. Mills, Conestoga River navigation, covered bridges and trolley lines are added features that will be enjoyed by local arm-chair historians.



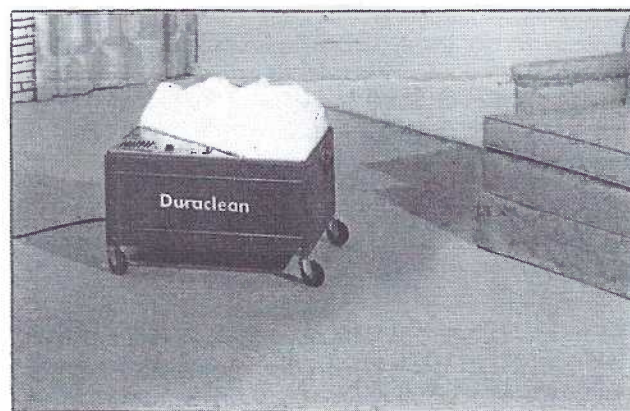
For generations this familiar landmark at 321 Manor Ave, was the Mennonite Children's Home. The Curt Teich view was mailed in 1914. "Hello, Aunt, Now don't forget to come this Sun. or I will look my eyes out. Will look for you rain or shine. Goodbye, Mamie A." Only the shutters have been removed from the building which is now known as the Millersville International House and serves as residence for foreign university students.



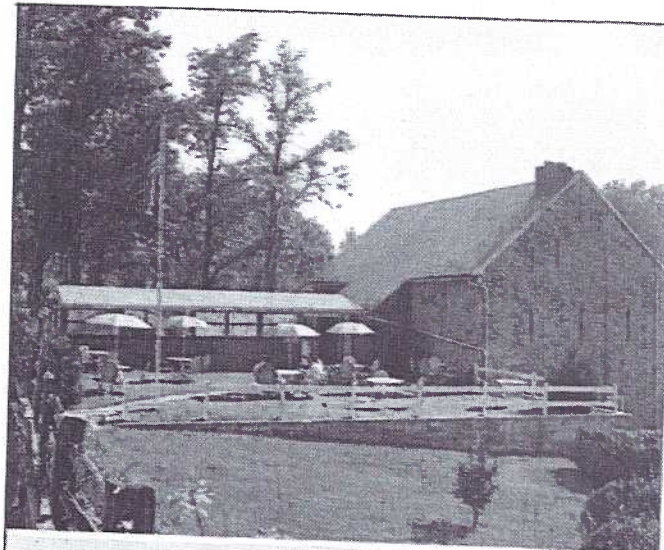
The J. W. Brenneman Leaf Tobacco Company's office was at 110 W. Walnut St., Lancaster, but this huge cigar factory was near the present Millersville Fire Hall where hundreds of local workers produced, among other brands, the "Our Principal" 5¢ cigar.



Not too far from the Fire Hall Joe Phelan lived at 27 Landis Ave. He was the local rep for Nuside Buildings' prefab packaged products. Joe used this card to contact potential customers interested in 12', 14', and 20' wide steel frame, pre-painted aluminum siding buildings. "Designed for easy erection – you can Do-It-Yourself. Thousands sold to satisfied customers since 1955."



At the western edge of town Duraclean Carpet and Upholstery Service operated from a residence at 463 N. Prince St. The firm's "Foamovator" is shown on this card mailed in 1973. It claimed superiority in cleaning carpet and furniture. "Call for a free estimate on this service which is recommended by Parents magazine."



The Stone Barn PC reads, "A Lancaster County landmark from the days of the Am. Revolution...and has been converted to serve as a meeting place...with facilities for banquets, private parties and picnics." No longer a business, it was located on Letort Road (W. Frederick St. extended) one mile from the University campus. A "TR" prefix with the phone number dates this Koppel card to the 1950s.



Another local landmark for several generations closed its doors recently. This huge barn on a Dexter Press card, was photographed and published by Jim Hess. Funk's Farm Market was on South Duke St. It had expanded considerably beyond the barn with nursery and landscape plants. The barn was still standing on January 24, 2011.



Oak Leaf Manor is to the eastern edge of Millersville Borough at 2101 Wabank Road. The personal Care Retirement Home "has provided professional care or more than 20 years." Two different cards, each with four views, were published by Par Studio of Hummelstown, PA.



This miniature (shown actual size) postcard may well have been part of the packet of more campus views. This card shows the "Main Building, P.S.N.S*, left - Men's Dormitory, center - Administration Building, right - Girls' Dormitory, Lancaster, Pa." *Pennsylvania State Normal School was the original name of Millersville University.

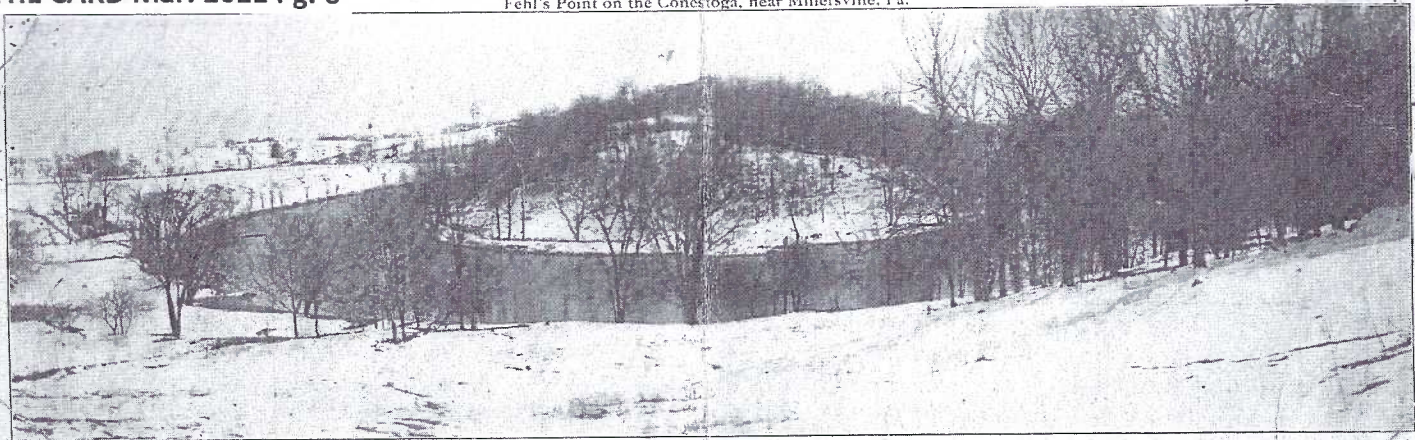
A Marriage Recipe

A postal card was mailed to Miss Mary Duing, Millersville and the writer (an obvious chronicler) marked on the front with an arrow pointing to the postmark of June 26, 1919, "Exact time of Wedding. R.L.E." This was the message -

How to Preserve a Husband.

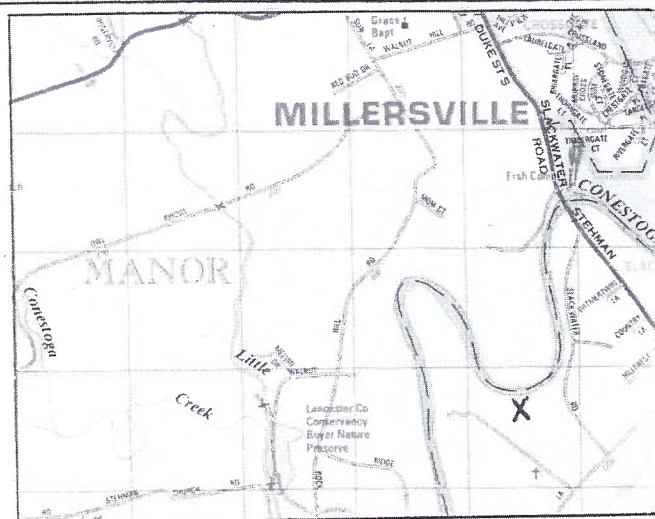
Select with great care the young and green variety, takes longer to prepare, but excellent when done. Those too old take a long time to cook and are often tough after being prepared. Even the poor varieties may be made sweet and tender by the following method. Wrap in a mantle of charity and keep warm - a steady fire of loving domestic devotion. Garnish with patience, well sweetened with smiles and flavored with kisses to taste, and serve with peaches and cream and thus prepared will keep for years. Wishing you many, many happy years of married life.

From A true friend "I wonder who."



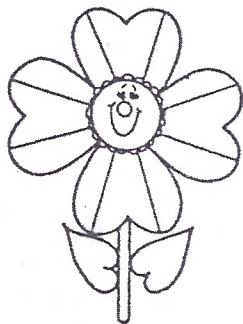
Fehl's Point on the Conestoga, near Millersville, Pa.

There are only a handful of double or triple Lancaster County postcard views. With our focus on Millersville, we're featuring this double-size card. Actual size is 3 1/2" x 11". The b/w view is unused, has a divided back, and is by an unknown publisher, though a good guess (from the logo type) would be Express Print of Lititz. By showing a section from an ADC atlas of local roads, it's not difficult to see about where the photographer stood. **The mark is our guess.** Snow on the ground helps to clarify the sharp bend in the Conestoga River near the Slackwater Road south of Millersville Borough. Rather than hiking to the "X" spot, you'll get a similar picture from the Gospel Light Baptist Church parking lot on Slackwater Road.



MORLATTON POST CARD CLUB INC.

36th Spring Postcard Show



Farm and Home Center
1383 Arcadia Road
Lancaster, PA 17603
(off Manheim Pike Rte. 72)



Friday, March 25, 2011 - 10 A.M. to 6 P.M.
Saturday, March 26, 2011 - 10 A.M. to 4 P.M.

No Pre-Show Buying

Admission \$2.00
(50 cents off with ad)

For more information call
Kay Feight, (717) 263-1638
Leon Rowe, (610) 444-0641